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| APPLICATION NO.  | FILING DATE | FIRST NAMED INVENTOR  | ATTORNEY DOCKET NO.         | CONFIRMATION NO.       |
|--|-------------|-----------------------|-----------------------------|------------------------|
| 10/694,643   | 10/27/2003  | William McLain Reller | 026296-000310US             | 4009                   |
| 20150 7590 01/21/2009<br>TOWNSEND AND TOWNSEND AND CREW, LLP<br>TWO EMBARCADERO CENTER<br>EIGHTH FLOOR<br>SAN FRANCISCO, CA 94111-3834 |             |                       | EXAMINER<br>HOAR, COLLEEN A |                        |
|  |             |                       | ART UNIT<br>3622            | PAPER NUMBER           |
|  |             |                       | MAIL DATE<br>01/21/2009     | DELIVERY MODE<br>PAPER |

**Please find below and/or attached an Office communication concerning this application or proceeding.**

The time period for reply, if any, is set in the attached communication.

### Office Action Summary

**Application No.**

10/694,643

**Applicant(s)**

RELLER ET AL.

**Examiner**

Colleen Hoar

**Art Unit**

3622

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --  
**Period for Reply**

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

**Status**

- 1) ☒ Responsive to communication(s) filed on 10 December 2008.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

**Disposition of Claims**

- 4) ☒ Claim(s) 1-4 and 6-23 is/are pending in the application.
- 4a) Of the above claim(s) \_\_\_\_\_ is/are withdrawn from consideration.
- 5) ☐ Claim(s) \_\_\_\_\_ is/are allowed.
- 6) ☒ Claim(s) 1-4 and 6-23 is/are rejected.
- 7) ☐ Claim(s) \_\_\_\_\_ is/are objected to.
- 8) ☐ Claim(s) \_\_\_\_\_ are subject to restriction and/or election requirement.

**Application Papers**

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on \_\_\_\_\_ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.  
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).  
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

**Priority under 35 U.S.C. § 119**

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some \* c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
  2. ☐ Certified copies of the priority documents have been received in Application No. \_\_\_\_\_.
  3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

\* See the attached detailed Office action for a list of the certified copies not received.

**Attachment(s)**

- 1) ☐ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-946)
- 3) ☒ Information Disclosure Statement(s) (PTO/SB/08)  
Paper No(s)/Mail Date 12/16/2008

- 4) ☐ Interview Summary (PTO-413)  
Paper No(s)/Mail Date \_\_\_\_\_
- 5) ☐ Notice of Informal Patent Application
- 6) ☐ Other: \_\_\_\_\_

## DETAILED ACTION

### *Status of Claims*

Claims 1-4 and 6-23 are pending. Claim 5 was previously cancelled. Claims 1,11,and 22 are amended.

Examiner's note: Examiner has pointed out particular references contained in the prior art of record in the body of this action for the convenience of the Applicant. Although the specified citations are representative of the teachings in the art and are applied to the specific limitations within the individual claim, other passages and figures may apply. Applicant, in preparing the response, should consider fully the **entire** reference as potentially teaching all or part of the claimed invention, as well as the content of the passage as taught by the prior art or disclosed by the Examiner.

### *Claim Rejections - 35 USC § 102*

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claims 1-4, 6-23 rejected under 35 U.S.C. 102(e) as being anticipated by Jha et al. (2005/0033641) hereinafter referred to as Jha.

Claims 1-4, 13-14, 16-21, Jha discloses User initiates search with **keyword** (Fig. 1, step 104); **Select Advertisement(S) For Presentment To The Requester** Utilizing The Ad Parameters(Fig. 11; Fig. 19, step 1908); Advertiser profile/Keyword profile may refer to the keywords or phrases that may be specified by the advertiser, corresponding to the given advertisement. (Page 6, Para 108); Past search referral query [**preexisting**

**document]** (Page 8, Para 130); Past search referral query may refer to a search referral query that a user may have used, prior to the current visit, to find and access a web page. (Page 10, Para 172); Inputs used by the ad targeting algorithm may include the following:... **One or more past search referral queries, if available, associated with the current visitor.** ...Advertiser bid price. Click-through rate (CTR) of a particular ad on a particular web page. Conversion Rate (CR) of a particular ad on a particular web page. ...[ **productivity value**](Page 6, Para 81,84, 92, 93, 94); Publisher profile/content profile/Term Collection may refer to a collection of words, and their frequencies, appearing in the given publisher web page. In one embodiment, these words may be extracted from the document by using a parser specific to the formatting language used to format the document. Such as for example, an HTML parser may be used to parse an HTML page. The effect of using a parser may be to exclude the formatting commands like HTML tags, and extract only the words that may be visible to a user visiting the page. Further, the frequency of occurrence of these words may be weighted by several coefficients. These coefficients may include (i) IDF (Inverse Document Frequency), (ii) specific weights based on the part of the document where the word occurs e.g. higher weight if the word occurs in the paragraph heading that if the word occurs in the body of the paragraph.(page 6, Para 98); In one embodiment, the request to access the web page may be generated in response to selection of a hyperlink to the web page on another web page (e.g., a previous web page [**preexisting document**]) (Page 8, Para 133).

Claims 6-8, 10, Jha discloses User initiates search with **keyword** (Fig. 1, step 104); Filter based on **bid prices**; Sort ads using a combination of (a) Advertiser **bid price**, (b) CTR, (c) Conversion rate (Fig. 18, step 1804, 1816); Publisher profile/content profile/Term Collection may refer to a **collection of words**, and their frequencies, appearing in the given publisher web page. In one embodiment, these words may be extracted from the document by using a parser specific to the formatting language used to format the document. Such as for example, an HTML parser may be used to parse an HTML page. The effect of using a parser may be to exclude the formatting commands like HTML tags, and extract only the words that may be visible to a user visiting the page. Further, the frequency of occurrence of these words may be weighted by several coefficients. These coefficients may include (i) IDF (Inverse Document Frequency), (ii) specific weights based on the part of the document where the word occurs e.g. higher weight if the word occurs in the paragraph heading than if the word occurs in the body of the paragraph. (page 6, Para 98).

Claim 9, Jha discloses In operation 1802, an initial set of **relevant** advertisement may be selected from the Advertisement database, using available information including search referral query, past search referral queries, publisher profile, and advertiser profile (Page 7, Para 118). [parameters are evaluated].

Claim 11-12, Jha discloses Inverse Document Frequency (IDF) is used to weight the frequency of a particular word in a web page. It may be used to compute a web

page's similarity to another web page, its relevance to a search query. Refer to the book "Mining the web: Discovering Knowledge from Hypertext Data" by Soumen Chakrabarti, for a discussion.(Page 10, Para 170); past search referral query (Page 8, Para 130); Past search referral query(Page 8, Para 130); Past search referral query may refer to a search referral query that a user may have used, prior to the current visit, to find and access a web page. [preexisting document] (Page 10, Para 172).

Claim 15, Jha discloses This invention allows advertisers and publishers to **set different bid prices and/or different pricing models for different types of visits.** (Page 8, Para 128); **Price bidding may be allowed** that is a function of the type of visit the current visit is. (page 17, Para 259).

Claim 22, Jha discloses In operation 1818, the top N ads, from the sorted ad list from operation 1816, may be selected where N is the maximum number of ad(s) that may fit in the space provided on the publisher web page. If the number of available ads is less than N, then all the ads may be selected. (Page 7, Para 126); an advertiser may specify a different max cost-per-click (CPC) price for each of the following types of visits: (a) Search engine referral with search referral query; (b) Past search referral query; and (c) Visits that cannot be related to prior search referrals. (page 8, Para 128-131); Advertiser bid price may refer to the maximum price that an advertiser may be willing to pay. Depending on the pricing model, this may refer to the maximum price each time the ad is shown ("per impression"), selected ("per click-through"), or

converted into a customer ("per acquisition"), among other pricing models.(Page 9, Para 152).

Claim 23, Jha discloses Publisher may refer to an entity that creates and publishes web pages with content, often with the purpose of **generating revenues** off the traffic to the pages.(Page 10, Para 173).

### ***Response to Arguments***

Applicant's arguments with respect to claims 1-4, 6-23 have been considered but are moot in view of the new ground(s) of rejection.

***Conclusion***

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Colleen Hoar whose telephone number is (571)270-3447. The examiner can normally be reached on Monday- Thursday 7:30-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric Stamber can be reached on 571-272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Jeffrey D. Carlson/  
Primary Examiner, Art Unit 3622

Colleen Hoar  
Examiner  
Art Unit 3622

/C. H./1/15/2009  
Examiner, Art Unit 3622